R J Reynolds
Tobacco Company

G. N. KURUC, Jr. #1240
Senior Chain Accounts Manager
400 Raritan Center Parkway
Raritan Center
Edison, NJ 08837
908-225-4774 Fax 908-417-9076

July 19, 1994

To: All Divisions With Shop Rite Stores Supplied By Wakefern Food Corporation

RE: Wakefern Food Corporation- WORTH Cigarettes

Dear Managers:

As previously communicated Wakefern's WORTH Cigarettes will be featured in its Price Plus Program for one full month beginning on July 24. This Program will feature a newspaper ad included in its Sunday Supplement.

Please ensure that your people contact stores during this period to monitor stock levels, and place advertising.

Additionally, please ensure that WORTH is the lowest priced cigarette in the store. Wakefern is currently "passing on" $ 1.20 in off invoice monies on each carton purchased. This enables Shop Rite Stores to price the brand at lower than State Minimum Prices. If you encounter any stores that are not featuring WORTH at this low price tier, please call me.

Special Note To Divisions and Sales Representative That Handle Groups or Independently Owned Stores:

You may offer the Semi-Permanent Savings Floor Display at a $ 40 per month rate for the balance of the year (August-December) to your Shop Rite Stores.

For future planning purposes, WORTH will again be featured in Price Plus September 18 through October 21.

If you have any questions, please call me.

Regards,
Nick
G. N. Kuruc, Jr.
Gk
M-2

51849 8400

Source: https://www.industrydocuments.ucsf.edu/docs/gxwy0000